



CULTURAL RESOURCES

The Cultural Resources Element of the Comprehensive Plan focuses on the history of Greenwood and how this history has affected the local population. Our cultural heritage is made up of many characteristics such as historic structures, festivals and events, and cultural groups and organizations. This element proposes to identify a number of cultural attributes and offer meaningful objectives to the enhancement, protection, and development of our cultural resources.



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7.1. ARCHAEOLOGICAL SITES

To date, there are more than 500 archaeological sites throughout Greenwood County. However, the South Carolina Institute of Archaeology and Anthropology (SCIAA) at the University of South Carolina is unable to catalog all sites. SCIAA staff has stated that many of the sites are located on federal property. The state is reluctant to release information on those locations due to a fear of treasure hunters and vandals. Greenwood County, Lander University and the Museum should work to identify these sites of archaeological significance with the help of the SCIAA to keep them safe.

7.2. HISTORIC RESOURCES

Greenwood County and its city and towns are home to a number of historic resources. Historic resources are defined as buildings, structures, sites or places that were constructed or utilized before the last 50 years. Greenwood County and its environs have played a major role in the history and development of South Carolina as well as the nation. The county was founded in 1897 and inhabited by non-Native Americans since the mid-1700s. Prior to the arrival of the Europeans, the area had been inhabited by Native Americans. Paleo-Indian archeological sites have been found dating as early as 12,000 years ago.

7.2.1. NINETY SIX NATIONAL HISTORIC SITE AND STAR FORT

The Ninety Six National Historic Site is an area of unusual cultural significance and is the birthplace of the modern community at large. The 989-acre site is preserved and administered by the National Park Service. It contains the archaeological remains of two historic villages, a reconstructed Stockade Fort, a colonial plantation complex and numerous prehistoric sites. It also contains the only intact American Revolution military tunnels in the United States when the Americans, under military engineer Thaddeus Kosciuszko, tried to tunnel under the fort. The massive earthen Star Fort is a standing example of typical British fortifications of the American Revolution.

The numerals “96” first appeared on a map in 1730. It was an important crossroads trading location and thus became the focal point for this area’s settlement in the mid- to late 18th Century. Favorable farming land, abundant water and game were factors for English settlers to immigrate to the western South Carolina frontier. By the 1760’s the colonial town of Ninety Six had been established and several hundred residents lived in the community.

Ninety Six played an important role in the American Revolution. The first land battle south of New England was fought here in 1775. In 1781, the longest siege of the war occurred when General Nathanael Greene’s 1,000 patriot soldiers assaulted the British Star Fort for 28 days. A recently donated tract of 30 acres is believed to hold Light-Horse Harry Lee’s siege trenches, but these have not been excavated.

A 2015 National Park Service report stated that 80,223 visitors to the park brought in more than \$4 million to local communities. This spending supported 54 jobs. The park also provides non-economic benefits including special programs and daily activities. The visitor center contains a museum, auditorium and bookstore. The one-mile walking trail passes many of the site’s primary historic locations. Primitive trails



network throughout the park and offer excellent opportunities to view and enjoy wildlife. Detrimental development around the site should be discouraged to protect the cultural, historic and natural features of the area.

7.2.2. NATIONAL REGISTER OF HISTORIC PLACES

Several historic resources are listed on the National Register of Historic Places. For a site to be added to the Register, it must go through an application process that includes detailing, through an application, the historical importance of the site, structure or place to local, state or national significance. Currently, there are 21 historical resources in Greenwood County that are listed on the National Register (Figure 7-1). There are also at least seven additional historic resources that could be listed as eligible for nomination and are designated by the state preservation office (Figure 7-2). Those properties are in various stages within the process for National Register nomination. Site locations listed in Figures 7-1 and 7-2 are provided in Figure 7-3.

FIGURE 7-1. HISTORIC SITES ON THE NATIONAL REGISTER OF HISTORIC PLACES

MAP #	SITE	COMMUNITY	LOCATION
1	Barratt House	Greenwood	SC Highway 67 and Bryan Dorn Road
2	J. Wesley Brooks House (Scotch Cross)	Greenwood	US Highway 25 and Scotch Cross Road
3	Greenville Presbyterian Church	Shoals Junction	Greenville Church Road
4	Moore-Kinard House	Ninety Six	US Highway 178 and Callison Road
5	Mt. Pisgah AME Church	Greenwood	Hackett Avenue and James Street
6	Ninety Six National Historic Site	Ninety Six	SC Highway 246 and Loudon Road
7	Old Cokesbury and Masonic Female College and Conference School	Cokesbury	SC Highway 246 and Daniel Road
8	Old Greenwood High School	Greenwood	857 South Main Street
9	Old Main Building (Laura Lander Hall)	Greenwood	Stanley Avenue and Lander Street
10	James C. Self House	Greenwood	595 North Mathis Street
11	Stoney Point	Greenwood	SC Highway 246 and Old Laurens Road
12	Sunnyside	Greenwood	105 Dargan Avenue
13	Trapp and Chandler Pottery Site	Kirksey	Address Restricted
14	Vance-Maxwell House	Greenwood	158 East Cambridge Avenue
15	Old Greenwood Cemetery	Greenwood	503 East Cambridge Avenue
16	Southern Railway Depot	Ninety Six	99 SC Highway 34
17	The Oaks	Coronaca	114 Old Puckett's Ferry Road
18	Tabernacle Cemetery	Greenwood	East of Highway 254
19	Magnolia Cemetery	Greenwood	416 Magnolia Avenue
20	Kinard House	Ninety Six	227 West Main Street
21	Ware Shoals Inn	Ware Shoals	1 Greenwood Avenue North

SOURCE: SC DEPARTMENT OF ARCHIVES AND HISTORY, 2015

The National Register listing of these sites has many benefits: recognition, consideration as historically or archaeologically significant, eligibility for federal rehabilitation tax credits, and eligibility for federal and state historic preservation grants.



National Register Nomination sites must meet the following conditions:

The quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, association, and:

- A. Are associated with events that have made a significant contribution to the broad patterns of our history;
- B. Are associated with the lives of significant persons in our past; or
- C. Embody the distinctive characteristics of a type, period, or method of construction; or that represent the work of a master; or that possess high artistic values; or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. Have yielded, or may be likely to yield, information important in prehistory or history.

FIGURE 7-2. HISTORIC PROPERTIES DETERMINED ELIGIBLE FOR THE NATIONAL REGISTER OF HISTORIC PLACES

MAP #	SITE	COMMUNITY	LOCATION
A	Buzzard Roost Hydroelectric Project	Ninety Six	SC Highway 34 and the Saluda River
B	Katherine Hall	Ware Shoals	1 Mill Street
C	Mountain Creek Baptist Church Baptistry	Kirksey	108 Mountain Creek Road
D	Emma Maddox School and Big Bethel AME Church	Ware Shoals	Briar Street
E	Old McCord Homeplace	Hodges	5207 Emerson Street
F	William Judge Moore House	Greenwood	426 Reynolds Avenue

SOURCE: SC DEPARTMENT OF ARCHIVES AND HISTORY, 2015

Also of note is the Federal Building on Main Street in the City of Greenwood, originally constructed in 1911 as a post office. A major remodeling and expansion of the facility was completed in 1941. The Building underwent another major transformation in 2006 and is now home to the Greenwood Arts Center, offering a gallery, reception center, conference room, and classrooms for public and private events.

7.2.3. BENJAMIN MAYS HISTORIC PRESERVATION SITE

In 2005, the Benjamin Mays Home Site located in Ninety Six and the Benjamin Mays House Structure located in Greenwood were removed from the National Register of Historic Places. The home once stood on the original property near Mays Crossroads in eastern Greenwood County. The structure was moved to North Hospital Street in the City of Greenwood; the site includes a museum and active farm honoring the life and achievements of Dr. Benjamin Mays during the Civil Rights era.

BENJAMIN MAYS HISTORIC SITE



7.2.4. HISTORIC RESOURCE PROTECTION

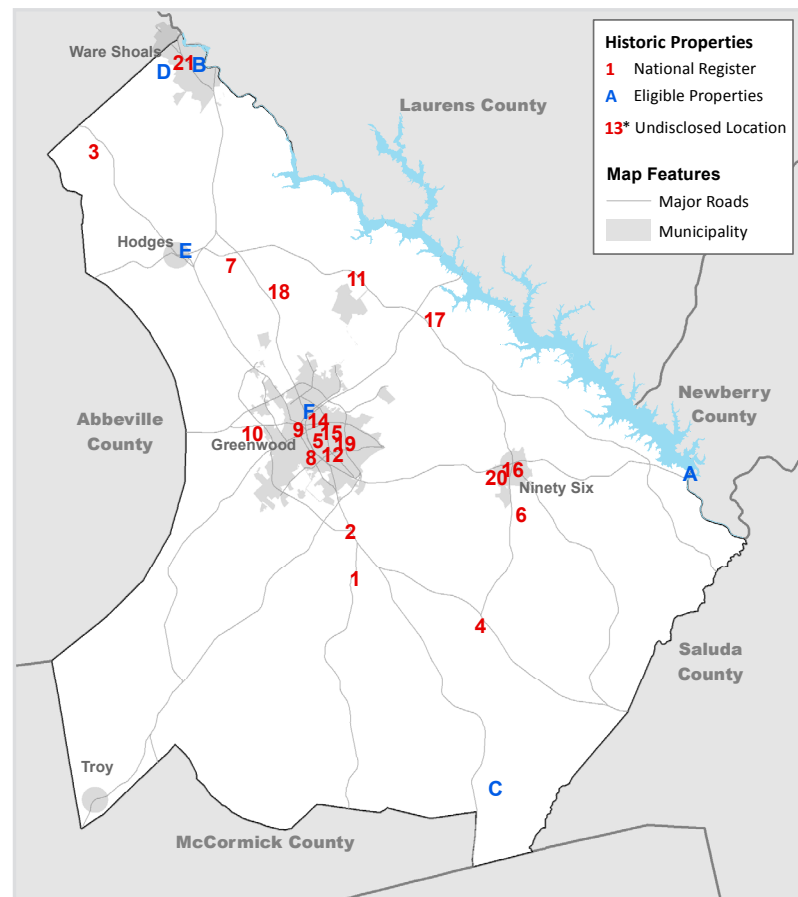
Currently, the City of Greenwood has a Board of Architectural Review. This citizen group is established by Greenwood City Council to provide recommendations on design issues within the community. A tool for historic preservation that has been used is an historic overlay zoning district that protects historic areas from adverse development or demolition. There are four overlay zoning districts which provide for review of structures based on standards developed by the property owners.

Other local governments in Greenwood County do not have similar programs in place to address the importance of historical properties. A County Historic Board or Commission should be formalized to identify sites and locations of historical significance. In addition to the National Register process, Greenwood County would also benefit from developing a local nomination process for properties that may not be of national significance, but of local importance.

The basis of historic preservation planning is developing an inventory of historic structures and preparing a preservation plan. Both of these items are the fundamental building blocks of preservation. Overall, the goals of this process should conform to the National Park Service Certified Local Government Program of establishing a local preservation program, creating an historic preservation zoning ordinance, appointing a local board and maintaining an inventory of historic properties. This national and state-wide recognition can only enhance Greenwood County's ability to protect these invaluable resources.

Another major need is to educate the public on the importance of historical resources and the economic benefits to the local communities. Greenwood County has its share of resources that are not marketed to their fullest potential. The development of area brochures as well as walking and driving tours can substantially increase tourism and capital investment into our area.

FIGURE 7-3. HISTORIC PROPERTIES LOCATIONS



SOURCE: SC DEPARTMENT OF ARCHIVES AND HISTORY, 2015



7.3. CULTURAL RESOURCES

Greenwood County is home to a number of cultural resources ranging from quaint neighborhoods to vibrant commercial districts and stately institutional sites. These properties are an integral part of the Greenwood community and add character to our county.

7.3.1. MILL VILLAGES

When unique residential areas come to mind, the immediate thoughts turn to the mill villages of Greenwood County. There are seven mill villages in Greenwood County: five in Greenwood, one in Ninety Six, and one in Ware Shoals. These villages were developed around the mills and were the first examples of tract housing. Four of these villages were developed by the Self Family of Greenwood Mills. The Grendel Mill area was developed by the Abney Family, and the Riegel Mill Village in Ware Shoals was developed by the Riegel Family. These communities provided employees with low-cost housing within easy walking distance of the mill.

TYPICAL GREENWOOD MILL VILLAGE HOME



These villages were, and to some extent still are, self-sufficient communities. These neighborhoods were developed with a miniature town center. This town center had small-scale stores, churches, and an industry which served as the major employer. Construction styles of these homes are varied by the individual developer. Most mill homes constructed in the Upstate of South Carolina were of clapboard design. However, the Greenwood Mills mill villages are unique because these homes were constructed of brick with clay-tiled roofs. Staff members of the South Carolina Department of Archives and History have mentioned the uniqueness of these villages to the history of the state.

7.3.2. HISTORIC NEIGHBORHOODS

Two of the earliest neighborhoods in Greenwood are the East Cambridge Avenue area and the residential areas along East Creswell Avenue and the Wade Heights Neighborhood. Both of these communities were the first large-scale residential developments in Greenwood County that were not mill villages. Architectural styles throughout these areas are varied and each home is architecturally unique. Walking tours of these areas should be developed to give an historical and architectural tour of the “Old Town” portions of the City of Greenwood.

Another neighborhood worth mentioning is the Jennings Street neighborhood which includes properties along Jennings Avenue, Cothran Avenue, Blyth Avenue, Lites Street, Moore Street and Lawrence Street. This neighborhood has been identified as an historic overlay district known as “Greenwood Village”. This



neighborhood, similar in style to the Wade Heights neighborhood, is built on smaller lots within a tree canopy that encompasses the community.

Two additional residential areas are West Main Street and South Cambridge Avenue in Ninety Six, and the Cokesbury Community off of SC Highway 254. Both of these neighborhoods are unique for their historical and architectural significance as many of these structures were built in the late 1800s. Some of these homes were owned at one time by the founding families of these communities.

These residential areas should be designated as historic districts both at local, state and federal levels. This designation would identify the area as important to the local community and provide education to future generations concerning the importance of maintaining these sites. Local development regulations should be amended to protect these neighborhoods from incompatible land uses that could decrease the value of these properties. The inherent walkability of these early neighborhoods, developed before the dominance of automotive transportation, should be preserved for the social and physical health of the residents and visitors. Regulations should allow for the continuance and re-establishment of traditional small-scale neighborhood commercial establishments such as grocers, general stores, and barber and beauty shops that serve the local community. Also, development of an internet web page to highlight historic places, as well as other locations of interest, is needed to expand Greenwood's tourism industry.

7.3.3. UPTOWN GREENWOOD

Greenwood County has a number of quaint and unique commercial areas. Specifically, Uptown Greenwood is the most concentrated commercial center in Greenwood County and serves as a commercial destination for the region. This area is made up of land uses that are primarily geared to professional offices, retail businesses, and cultural and government facilities. The Uptown Overlay District is designed to promote harmonious and compatible development within the District. To accommodate and encourage future growth and development, the boundaries of the Overlay District should be expanded to include all areas of the Uptown Tax District. The Uptown is experiencing continued growth in many areas, such as along Maxwell Avenue.

In January 2003, Uptown Greenwood Development Corporation (UGDC) completed a strategic planning process in order to develop both short and long-term strategies aimed at the continued development and revitalization of the Uptown area. The Greenwood Arts Center, the Community Theatre, and the Museum were revitalized between 2006 and 2008. These three cultural organizations are the anchors for the Emerald Triangle: a ten-acre subdistrict of the Uptown bounded by Main Street, Maxwell Avenue and the CSX rail line with Oregon Avenue running through the center of the district. In 2009, the facades of 26 buildings were restored along Maxwell Avenue and Long Alley. Major streetscaping improvements have also been made to Oregon Avenue, Maxwell Avenue, Oak Avenue, West Court Avenue and Magnolia Avenue in order to provide more pedestrian amenities. Recent resurgence along these streets has transformed many buildings from warehousing and storage to vibrant restaurants and retail uses. A parking venue has also been developed at the intersection of Oak Avenue and Edgefield Street.

In 2015, construction began on the Uptown Market at Oregon and Maxwell Avenues: an open air pavilion to serve as a farmer's market during the day and parking facility and concert venue in the evening (*Figure 7-4*).

FIGURE 7-4. PROPOSED UPTOWN MARKET RENDERING AND SITE PLAN.



This multi-purpose facility will anchor the western edge of the Emerald Triangle and provide opportunities for additional commercial businesses in Uptown.

Specific focus has been given to improving the ratio types of businesses and land uses within the Uptown area in order to attract a more diverse base for retail merchants, restaurants, and cultural organizations. The UGDC continues to work towards an increased diversity of uses to provide consumers with more choices, and to create a more dynamic Uptown experience.

UPTOWN MARKET



The introduction of second story housing into the Uptown area has been a great asset. Additional housing units create demand for services offered outside the standard business hours of 9:00 a.m. to 5:00 p.m. such as pharmacies, specialty grocers, clothing, and household items. Demand for dining and shopping in Uptown has risen over the last five years which has resulted in existing retail merchants and restaurants expanding their operating hours and helping to create a thriving “24 hour” commercial center.

The Arts Center, the Theatre and Museum are important to the vitality of Uptown Greenwood and Greenwood County. These venues provide a destination and anchor the Uptown area which supports local businesses at various times of the day. Arts performances attribute to increasing numbers of people in the evenings after normal business hours of retail commercial and professional offices which foster increased economic benefits to businesses such as restaurants and cafes.

Strengthening and supporting existing cultural organizations located in the Uptown such as the Museum and Greenwood Community Theatre are vital to the continued growth and development of the Uptown area and serve to enhance the quality of life of our citizens. Cultural organizations play a key role in attracting visitors and tourists to the Uptown area and provide entertainment, educational, and recreational opportunities for our citizens. Greenwood is fortunate to have a healthy creative culture in the Uptown. In 2014, the City of Greenwood was one of five recipients of the 2014 Elizabeth O’Neill Verner Award for the Arts, the highest honor in the arts in South Carolina.



Events and activities coordinated and sponsored by UGDC are critical components in the effort to develop and sustain a thriving commercial center. Events such as the South Carolina Festival of Discovery, Springfest, and Oktoberfest draw visitors from around the state. Marketing efforts for events help to promote Greenwood on a regional, national and even global basis. Area merchants, restaurants, hotels, and other businesses reap major economic benefits from these events.

7.3.4. UNIQUE COMMERCIAL AREAS

Additional unique commercial areas in Greenwood County include the West End area of Ware Shoals, Main Street in Ninety Six, Troy's Main Street, and the Square in Hodges. Each of these centers provides basic shopping opportunities to the local population. Ware Shoals and Ninety Six are actively pursuing ways to develop a more diverse shopping area. In this way, both communities can extend their economic base by attracting shoppers from outside the county. The Town of Troy has also begun the process of evaluating the needs of its downtown and determining ways to fill a unique niche by its close proximity to forest lands and lakes. Local support is needed to develop discussions in these communities to find out the exact needs of the local population. Plans need to be performed to develop a long-term strategy to promote commercial development.

7.3.5. RELIGIOUS SITES AND INSTITUTIONS

Many of Greenwood County's communities are built around religious sites and institutional uses. An overwhelming majority of these sites are churches. A large portion of institutional land use is directly identified by churches and other religious organizations, specifically of the Baptist and Methodist affiliations. Churches provide numerous benefits to the community ranging from building homes through the Habitat for Humanity Project, serving food to those less fortunate through soup kitchens, or contributing monies to children's homes and other charitable organizations. Greenwood County and its communities must continue to work with these organizations to make our community a better place to live.

FIGURE 7-5. CHURCH AFFILIATION INVENTORY IN GREENWOOD COUNTY

AFFILIATION	NUMBER
Baptist	71
Methodist	33
Church of God	11
Non-Denominational	10
Presbyterian	9
AME	8
Pentecostal	4
Catholic	2
Lutheran	1
Episcopal	1
Other Denominations	13
Total	163

SOURCE: WWW.CHURCHANGEL.COM, 2015

7.3.6. COMMUNITY ARTS FACILITIES

Greenwood County is home to a number of organizations that work toward providing artistic instruction and events. The primary arts and cultural hub for Greenwood County is the Arts Center. Once serving as the Federal Building in Uptown Greenwood, the facility now is home to the Greenwood County Arts Center and is located next to the Greenwood Community Theatre and Greenwood Museum. The Arts Center, along with the Theatre and Museum sites, have been developed into a campus setting for the performing arts in Uptown Greenwood.

Lander University provides major facilities for the local arts. Lander is home to the Monsanto Gallery and the Josephine Abney Cultural Center. The college also provides artistic programming through their Departments of Mass Communication and Theatre, and music and visual arts departments.

7.4. UNIQUE NATURAL AND SCENIC RESOURCES

The citizens of Greenwood County are fortunate to have a number of natural and scenic resources available to them. Specifically, Lake Greenwood and the Sumter National Forest are highlights in the community. These natural areas provide opportunities for boating, camping, biking, hiking, picnicking, and the like.

A primary natural area is the Sumter National Forest in southwest Greenwood County. Managed by the National Park Service, this area constitutes approximately 10,951 acres of the County. The forest is home to a number of plants and animals, some of which are identified as endangered species. Sumter National Forest has a number of trails for hiking, mountain biking, and horseback riding for public use. To keep this area natural, land use decisions need to be made to retain the natural beauty of this area without the environmental costs of development.

The Saluda River and Lake Greenwood are resources that provide a number of assets. Some benefits include providing drinking water, recreation, tourism, hydroelectric power, and animal and plant habitat. There are a number of agencies involved with the responsibility of Lake Greenwood. Owned by Greenwood County, Lake Greenwood is leased to Santee Cooper for hydroelectric power production. The SC Department of Natural Resources, the SC Department of Health and Environmental Control, the U.S. Federal Regulatory Commission, and the U.S. Army Corps of Engineers are all involved with various aspects of lake monitoring. The Lake Greenwood State Park is a 914-acre recreation site that accommodates more than 50,000 people every year.

Development along Lake Greenwood should to be managed to protect the local ecosystem, the water quality, the safety of users, and the views provided by this man-made lake. A regional Lake Greenwood Master Plan was developed in 2015 for a study area comprising Greenwood, Laurens and Newberry Counties. This plan will provide comprehensive recommendations for future growth and development around Lake Greenwood.

LAKE GREENWOOD





7.5. CULTURAL ENTERTAINMENT OPPORTUNITIES

Entertainment in the Greenwood area is primarily made up of various performing arts activities. The Greenwood Community Theatre produces numerous plays and musicals each year featuring local talent. School-age performers are also on-stage with the Greenwood Children's Theatre performances throughout the year. The Greenwood Community Theatre is located on Main Street within the Emerald Triangle Arts District. The structure was built in 1934 as the State Theatre.

Lander University showcases performances by students and staff as well as national and international talent. These performances take place in the 680-seat Josephine B. Abney Cultural Center Auditorium on the campus of Lander University.

Various groups and organizations provide exhibits that highlight artistic work or traveling exhibits of local, regional, or state-wide interest. The Greenwood Museum provides a general collection of artifacts of "cultural history, natural history, technology, and the arts, with particular emphasis on Greenwood County and the surrounding region." A highlight of this institution is the Regional History Gallery and 1900's Main Street, which shows the development of life and culture in the Upstate region from pre-Columbian Native American cultures through to the 20th Century. In 2005, the Museum acquired the Railroad Historical Center on South Main Street is an additional site of exhibits of transportation and culture from the 1800s to the present. On-site is a 2-8-2 steam locomotive and six pieces of rolling stock including a coach, dining car, sleeper and caboose that have recently undergone renovation.

Performances by area bands and musical groups are also a source of entertainment available at area restaurants, bars, lounges, events and festivals.

7.5.1. LOCAL FESTIVALS AND EVENTS

There are many festivals and events that take place in Greenwood County each year. Throughout the year, Ninety Six hosts the 96 Crossroads. These living history days are based on the town's history as a revolutionary settlement. Some highlights of the event include individuals dressed in period costumes, musket firing demonstrations, and lectures from historians. This event also portrays the lifestyles of the 1700s and reenactment of the 28-day siege of Star Fort during 1781. Each October, a candlelight tour of the park is held showcasing the park and its beautiful autumn foliage as well as Back Country Holiday which is a celebration of colonial lifestyle and traditions during the holiday season.

In May, Ware Shoals celebrates the beginning of summer with the annual Catfish Festival. The town celebrates its link to the Saluda River with fried catfish and other cuisine. Included in this event are arts and crafts, a beauty pageant, and street dance. Related to the event is a rodeo that is held at the neighboring River Oaks Arena.

The South Carolina Festival of Flowers is a state-wide event sponsored by the Greenwood Area Chamber of Commerce in June of each year. This county-wide event includes arts and crafts, musical groups, golf and tennis tournaments, theatre performances, Railroad Historical Exhibit, fashion show, KidFest, aircraft displays, and Taste of the Town. A main part of the festival centers around live topiaries that are placed throughout Uptown.



In July, the Uptown comes alive with the sounds of jazz and the smell of barbeque during the Festival of Discovery. This festival highlights the cultural history of our community. Activities include a “Blues Cruise”, a SC state championship barbeque and hash cook-off, and traditional and folk artisans, crafters and musicians.

The Town of Ninety Six hosts the Festival of Stars on the July 4th weekend. Activities included in this event range from amusement rides and food and craft vendors to live outdoor music and auto contest. The festival culminates into a fireworks display in the evening.

September is the month for the Hodges Town Festival in the Hodges Town Square. This festival celebrates area music with country, folk, and bluegrass music. Other items include arts and crafts, street dance, and amusement rides.

Community events such as the Festival of Flowers Topiaries, ‘Uptown Live’ free spring and fall concert series, the Uptown Greenwood Boo Bash, the Holiday Open House and the Greenwood Christmas Parade, in conjunction with cultural programs and activities offered by the Museum, Greenwood Community Theatre, the Arts Center and other cultural organizations, provide recreational, cultural, and entertainment opportunities which enhance the sense of community for our citizens and reinforce Uptown’s position as the focal point of the community.

TOPIARY IN UPTOWN GREENWOOD



7.5.2. YOUTH AND SENIOR ACTIVITIES

Two vital categories of our population are youth (those under 20 years of age) and seniors (those 65 years of age and over). Youth activities in Greenwood County are limited and are somewhat dependent on public organizations and commercial businesses. Some of the facilities and organizations providing support to youth include the Greenwood Family YMCA, the Greenwood County Library, the Greenwood Museum, and the Greenwood Community Theatre. However, a number of youth programs that are offered are priced above what some individuals can afford. More support is needed to advocate for after school programs and summer programs that encourage youth involvement which builds character, teamwork and self-esteem. Additional community facilities in the area would also be a benefit to this age group.

In Greenwood County activities geared specifically for seniors are also limited. Senior programs are typically sponsored by the Upper Savannah Council of Governments and the Piedmont Agency on Aging. An activity of interest is the annual Upper Savannah Senior Sports Classic. This three-day event “promotes the health, fitness and well-being of those 50 and older.” In addition, Piedmont Agency on Aging provides exercise classes and trip activities for seniors at the Ninety Six Depot. Further programs need to be developed to encourage senior citizens to become more physically active.

Increasingly, the region is becoming more attractive to retirees, both in-state and out-of-state. Census figures show that retirees are moving from the North to the South and from Florida northward. In addition,



the percentage of the population that is aging will increase as the baby boom generation retires. As the largest city in the region, the City of Greenwood is an attractive location to those in need of medical care. Currently, there are at seven retirement communities in the area with numerous other housing developments and communities that are marketed primarily to older adults and retirees.

Retirees have a tremendous economic power that is beneficial to the local economy. A 2013 report by the University of Georgia stated that 100 migrating retirees generate 55 jobs. In 2011, the average net worth of retiree households was \$931,465. Local leaders need to evaluate the future needs of this population to determine what kinds of cultural activities or sites are beneficial to those currently residing here and those programs and facilities that could be used to recruit additional retirees to Greenwood County.

One of the major factors that these age groups face is mobility. Very old and very young individuals are often unable to drive or do not have access to an automobile. Buses and other shuttle services, as well as connected bike paths allowing non-vehicular transportation are needed to provide opportunities to these individuals. Parks and open spaces are needed to supply areas for outdoor activities. Sidewalks and bicycle paths are needed for children and the elderly to travel from one place to another rather than relying on an automobile. Greenwood County should develop bicycle and pedestrian facilities to enhance connections throughout the county, and to provide more options for non-vehicular travel.

The need for adequate facilities and recreational and shopping opportunities becomes more pressing as our community attracts more retirees. Economic recruitment needs to be aware of the need to attract commercial developments that tailor to an older clientele. Specifically, a community-wide survey needs to be conducted to measure the needs of those retirees that currently reside in Greenwood County, as well as those that are touring or visiting Greenwood as a potential retirement destination. These two age groups made up over 40% of Greenwood County's population in 2010. These groups make up growing percentages of the population. Therefore, additional activities are needed to provide greater opportunities for citizens within these age groups.

An additional factor is accessibility for disabled persons at public buildings. Several locations in Greenwood County do not have sidewalks, or the sidewalks are in poor condition, or do not have ramps. Local governments must ensure that facilities such as sidewalks and ramps are maintained to meet or exceed the current Americans with Disabilities Act (ADA) standards. Greenwood County and the local governments should continue to evaluate public facilities and the accessibility issues related with them.

PERSONS OF ALL AGES ENJOY TRAILS





7.6. CULTURAL GROUPS

Greenwood County is becoming more culturally diverse. The community is seeing this cultural diversity from a number of factors. Employment centers bring individuals from different parts of the country and world to our community. Self Regional Healthcare, the Greenwood Genetics Center, and large-scale industry have brought persons with diverse cultural backgrounds to our community. Educational centers like Lander University also bring culturally diverse individuals to Greenwood. By becoming a tourist and retiree destination, this trend is likely to continue.

In 2010, the U.S. Census Bureau identified that there were 3,789 persons of Hispanic origin and 2,420 persons categorized as Other living in Greenwood County; other persons are defined by the U.S. Census Bureau as those individuals whose racial background is American Indian, Eskimo, Aleutian, Asian or Pacific Islander. Also in 2010, the Census Bureau reported that Greenwood County contained 2,903 persons who were foreign born. In 2010, a question on the census form asked the ancestry of the population with a significant number identifying themselves as American, but also a strong percentage of individuals identified being of European descent.

FIGURE 7-6. ANCESTRY OF THE POPULATION

NATIONALITY	POPULATION
United States/American	12,790
English	4,431
Irish	4,084
German	3,343
Scotch-Irish	1,849
Scottish	1,001
Italian	739
European	611
French (Except Basque)	509
British	281
Sub-Saharan Africa	263
Swedish	228
Polish	209
Dutch	199
Welsh	171
Norwegian	127
Scandinavian	100
Ukrainian	94
Portuguese	76
Arab	52
Danish	46
West Indian	36
Russian	33
Pennsylvania German	32
Hungarian	30
Lithuanian	27
Other Ancestries	29,180
Unclassified	8,817

SOURCE: US CENSUS BUREAU, 2014

FESTIVAL OF DISCOVERY



7.7. URBAN DESIGN

Urban design is the evaluation of the built environment and the aesthetic value of design in our communities. Urban design looks at the form and function of a local area and covers subjects from street trees and sidewalks to road design and parking. The way an area looks significantly affects whether or not a tourist or customer will stop to shop or return to the area or whether an investor will purchase property.

In the late 1970s, the City of Greenwood began a progressive urban design program for the central business district. Removal of railroad tracks from the center of Main Street, placement of landscaping, and construction of an arcade along the front of businesses were the result. This revitalization program provided an attractive site for professional offices, retail shops, restaurants, cultural facilities and government agencies.

The placement of the arcade structure provided a covered pedestrian promenade for access to the second floors of the streetside buildings. Yet, the arcade also blocks the original architectural characteristics of the front of these buildings and over the thirty year timeframe, the structural appeal of these buildings has diminished. The City of Greenwood is proposing to freshen the arcades and provide a more appealing and functional design to the exterior of the arcades. Any improvements to these structures should pay strong consideration to the design of the surrounding buildings.

One thing that is specifically lacking in the Uptown district is public art such as statues and outdoor murals. Public art creates an interesting space where shoppers would like to visit and makes places more visual and unique. The Uptown comes alive as topiaries adorn street corners and flowerbeds in the summer months. However, permanent art and sculpture are not available throughout the year.

A major part of the design of urban environments is our roadways. In today's urban landscape, retail and commercial development is often accessible only by automobile along roads that are congested. For the last fifty years, the prime consideration in road design and construction has been the automobile. This has led to a road system that has become unsafe, if not unusable, for walking and cycling and has made many parts of our community automobile dependent. A different way to think about designing, building, and using our streets is for the accommodation all users: pedestrians, bicyclists, transit, and the automobile. This Complete Streets concept makes for livable, walkable, and healthy communities by reducing lane widths, striping of bike lanes, and the installation and widening of

PUBLIC ART EXAMPLE



sidewalks. Many communities and businesses have noted increases in sales and patronage from nearby residents, who enjoy the reduced congestion and increased convenience. The downtown Charleston and Greenville experiences have shown that when streetscapes are designed to human scale, downtowns appear more inviting and livable and become destinations where people naturally want to congregate. Furthermore, downtowns with Complete Streets are healthier due to decreased automobile emissions and the encouragement of physical activity.

The City of Greenwood is also planning to replace the traffic control mast arms along Main Street in Uptown Greenwood in 2018. The newer mast arms would meet current wind load standards while also providing street signs which would be attached from these arms and provide more visibility for the driver and pedestrian. The signage may also be internally lit to provide visibility without the need for reflection. Also, additional signage and banners for community events and festivals may also be added to the traffic pole.

UPTOWN GREENWOOD ARCADE



7.8. CULTURAL TOURISM

Cultural tourism is a recent trend in economic development that is gaining strength throughout South Carolina and the nation. The concept is based on marketing and developing cultural sites that benefit the local economy. Tourist communities along the coast and in mountainous regions have long known the importance that tourism has on a local economy. Greenwood County's economy has historically been grounded in manufacturing, however the local economy is expanding and becoming more diverse. Diversity in a local economy is beneficial so that if one area of the economy slows, other areas prosper.

Greenwood County is served by two tourism centers. The 96 Visitors Center located in the Town Square of Ninety Six is a designated stop on the SC Heritage Corridor Discovery Trail as well as the Greenwood Regional Tourism and Visitors Bureau at the Federal Building in Uptown Greenwood. Both locations are gateways to the Upstate providing visitors with information on local resources and attractions.

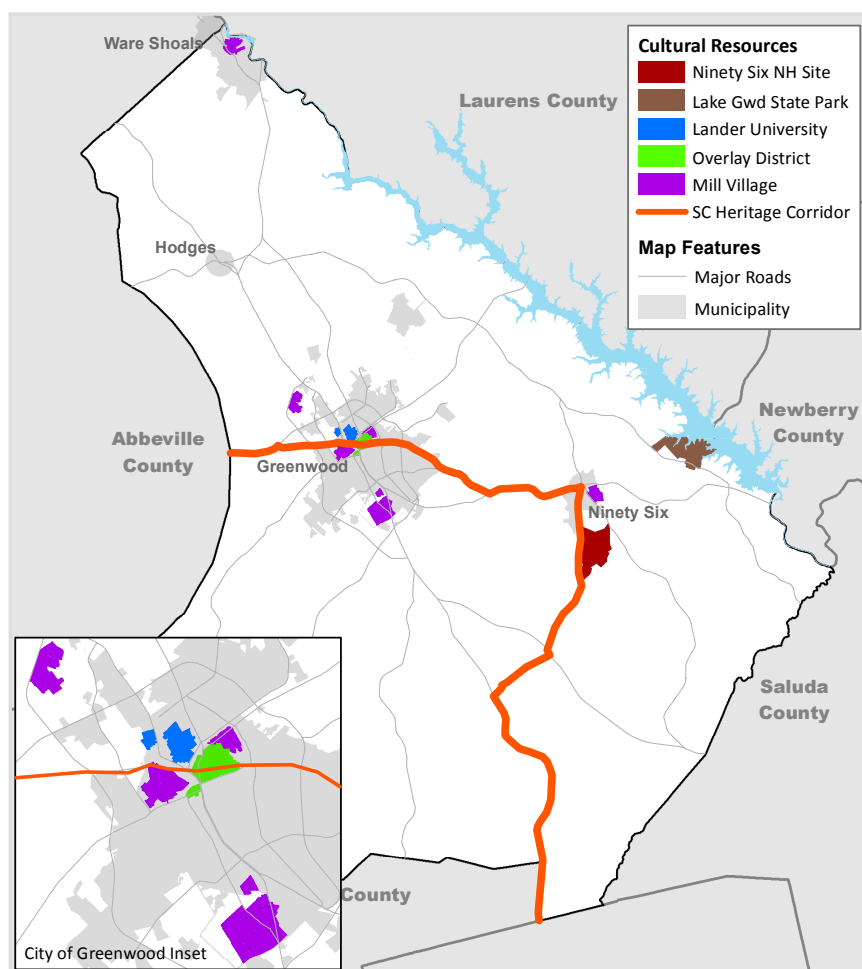
The Town of Ninety Six Tourism Department is also a genealogical resource providing access to the Ninety Six Historical Society data. This data includes genealogical records of the old Ninety Six District, which was once the furthest most western outpost of South Carolina.

Greenwood County should evaluate expanding its local economy to include cultural tourism as a link to increase the vitality of the local communities. The Heritage Corridor, developed by the South Carolina Department of Parks, Recreation and Tourism, is a dynamic promotional tool that benefits the Greenwood area. Greenwood County is located along the Discovery Route which runs through the center of the county (Figure 7-8). Being the largest community in the region, the City of Greenwood sees an increased number of tourists requesting lodging and sites to visit. However, if cultural sites are not adequately advertised, then tourist dollars will bypass Greenwood for other counties.

The South Carolina Heritage Corridor is currently working with the Greenwood Regional Tourism and Visitors Bureau to add additional signage to the county-wide wayfinding signage program. These additional signs will highlight additional destinations and provide more direct routes for tourists. An additional tourism district is also being created around Lake Greenwood to highlight the unique area to lake users and tourists.

Marketing of our cultural resources is vital if we are to expand our economic potential. The Arts Council is a prime leader in this area as this organization currently produces a monthly schedule of events. Active community programs also need to be developed to expand interest in and knowledge of drama and the arts. Other programs that could be offered include developing and promoting architectural walking tours of neighborhoods that define buildings of local architectural significance, promote local arts groups and artisans through a community arts festival, or developing partnerships with the local school districts to demonstrate art and culture throughout the school year.

FIGURE 7-7. CULTURAL RESOURCE LOCATIONS



SOURCE: GREENWOOD CITY/COUNTY PLANNING DEPARTMENT, 2015



7.9. CULTURAL ARTS FUNDING AND EDUCATION

Community arts groups are dependent on a mixture of private and public funding. Increased public funding for local agencies is needed to provide the services, facilities and programs that are necessary for a vibrant community. As well, local support is needed through memberships and attendance from the general public to support programs and events. A common sentiment in the Greenwood area is that citizens must travel to neighboring communities to attend a quality play, concert, or other cultural event. This mindset is not accurate; high quality performances and well-known performers are routinely found at Greenwood County venues throughout the year. Continued publicity is necessary to make individuals aware of what is happening locally. Support from local businesses and industry is needed as many companies use Greenwood's cultural arts facilities as recruiting tools. Local governments also need to understand the economic potential that is lost each day individuals go outside of the county for arts programs.

The Arts Council of Greenwood County plays a significant role in the community through support of various art and cultural events. The Arts Council's mission is to take "a leadership role in community cultural planning and development for the benefit of existing arts organizations, and to provide support for future development." Housed in the Federal Building on Main Street in Greenwood, the Arts Council features a large professional gallery, reception hall, courtyard garden, classrooms, studios and related office space.

Education is another key aspect for the continuation of cultural arts in Greenwood County. Currently, many of the arts organizations, such as the Arts Council, Museum and Theatre, are actively involved in education programs for students of all ages. A combination of grant funding, private and public funding, and admission fees are used to fund these programs. Lander University is also involved with education through the Department of Visual Arts and the Monsanto Gallery. The Monsanto Gallery attracts more than 6,000 visitors a year through its showcase of Southeastern artists.

The importance of the arts should be a priority in local school districts. Visual arts, performing arts, and music are important to the growth and education of our population. Without future generations being provided opportunities to develop in these areas, the community will lose an appreciation of cultural arts as time goes on. Local school districts should provide more artistic opportunities to Greenwood County students and support the activities of these groups with as much commitment as they do athletic programs.

7.10. CONCLUSION

Cultural resources are a fundamental building block for the viability of our local area. Once only considered a quality of life issue, cultural resources provide a substantial, yet under-recognized, base for economic development that many communities in South Carolina use to their advantage. Current arts and cultural groups are striving for a renewed vision of arts and cultural activities in Greenwood County. This vision, including facilities (current and existing), programs, performances, exhibits, and marketing is essential to the cultural vitality of Greenwood County. This element outlines goals and objectives for the continued growth and interest of cultural resources in our county for the promotion, preservation and protection of our cultural assets.



7.11. GOALS, OBJECTIVES AND STRATEGIES

GOALS/OBJECTIVE/STRATEGIES	ACCOUNTABLE AGENCY	TIMEFRAME
GOAL 7.1. PROMOTE HISTORIC PRESERVATION ACTIONS IN GREENWOOD COUNTY		
OBJECTIVE 7.1.1. PRESERVE HISTORIC RESOURCES IN OUR COMMUNITIES		
<i>STRATEGY 7.1.1.1.</i>		
Form a county-wide Board of Architectural Review to identify historic sites and structures for National Register Nomination and local nomination.	County, City, and Town Councils	2018
<i>STRATEGY 7.1.1.2.</i>		
Meet the goals of the National Park Service Certified Local Government Program.	Board of Architectural Review	2016
<i>STRATEGY 7.1.1.3.</i>		
Amend local development regulations to protect historic districts from incompatible land uses.	Board of Architectural Review	On-going
<i>STRATEGY 7.1.1.4.</i>		
Require new developments to conform to similar construction materials and styles in historic neighborhoods.	Board of Architectural Review	On-going
<i>STRATEGY 7.1.1.5.</i>		
Establish revolving loan funds for historic preservation.	Board of Architectural Review	2019
<i>STRATEGY 7.1.1.6.</i>		
Encourage state legislation to provide tax credits to encourage adaptive reuse of historic or architecturally significant buildings.	Board of Architectural Review	On-going
<i>STRATEGY 7.1.1.7.</i>		
Develop a local nomination process which incorporates signs and markers to designate historic sites and structures.	Board of Architectural Review	2018
<i>STRATEGY 7.1.1.8.</i>		
Encourage the use of historic overlay zoning district that protects historic areas from adverse development or demolition.	Board of Architectural Review	On-going
<i>STRATEGY 7.1.1.9.</i>		
Work with the South Carolina Department of Archives and History to designate the Greenwood County mill villages as historically significant.	Board of Architectural Review	On-going
<i>STRATEGY 7.1.1.10.</i>		
Work with the South Carolina Institute of Archaeology and Anthropology to identify significant archaeological sites in Greenwood County.	Board of Architectural Review	On-going
<i>STRATEGY 7.1.1.11.</i>		
Designate area historic districts at local, state and federal levels.	Board of Architectural Review	On-going
<i>STRATEGY 7.1.1.12.</i>		
Perform a model community preservation plan for all areas of Greenwood County.	Board of Architectural Review; Planning Commission	2020
OBJECTIVE 7.1.2. PROMOTE HISTORICAL SITES AND BUILDINGS		
<i>STRATEGY 7.1.2.1.</i>		
Market Greenwood as an historic community.	Greenwood Regional Tourism and Visitors Bureau	On-going
<i>STRATEGY 7.1.2.2.</i>		
Perform an inventory of historic areas for identification as historic districts	Board of Architectural Review	2017
<i>STRATEGY 7.1.2.3.</i>		
Develop an internet web page devoted to historic sites in Greenwood County.	Board of Architectural Review/Greenwood County Historical Society	2018
<i>STRATEGY 7.1.2.4.</i>		
Provide listings of sources and assistance to individuals to obtain grant funding for historic properties and buildings.	Board of Architectural Review	2019



GOALS/OBJECTIVE/STRATEGIES	ACCOUNTABLE AGENCY	TIMEFRAME
STRATEGY 7.1.2.5.		
Develop a centralized historic resource center, to be housed at the Greenwood County Library.	Greenwood County Library	2017
GOAL 7.2. DEVELOP THE CULTURAL RESOURCE INFRASTRUCTURE		
OBJECTIVE 7.2.1. IDENTIFY THE UPTOWN AREA AS A MAJOR CULTURAL VENUE FOR GREENWOOD COUNTY		
STRATEGY 7.2.1.1.		
Promote a harmonious mixture of land uses in Uptown Greenwood.	City of Greenwood Uptown Greenwood Development Corporation	On-going
STRATEGY 7.2.1.2.		
Maintain the urban design plan for Uptown Greenwood with sound goals and objectives and innovative funding alternatives.	Uptown Greenwood Development Corporation/Board of Architectural Review	On-going
STRATEGY 7.2.1.3.		
Expand the Uptown Overlay District to incorporate all properties within the Uptown Tax District.	City of Greenwood	2017
OBJECTIVE 7.2.2. DEVELOP LAND USE PROPOSALS ON THE POTENTIAL IMPACTS OF CULTURAL RESOURCES		
STRATEGY 7.2.2.1.		
Develop land use requirements to protect our largest natural and scenic areas in Greenwood County: Sumter National Forest, Lake Greenwood, the Saluda River, and the Ninety Six National Historic Site.	Planning Commission	On-going
STRATEGY 7.2.2.2.		
Implement the Greenwood Pedestrian and Bicycle Master Plan and update as needed to promote safe transportation mobility.	Greenwood City/County Planning Department	On-going
STRATEGY 7.2.2.3.		
Ensure that public facilities meet or exceed ADA standards.	Greenwood County Local Governments	On-going
GOAL 7.3. ENCOURAGE CULTURAL RESOURCES AS A MAJOR FACTOR IN ECONOMIC DEVELOPMENT		
OBJECTIVE 7.3.1. DEVELOP THE COMMUNITY AS A PRIMARY TOURIST DESTINATION		
STRATEGY 7.3.1.1.		
Evaluate the need for expanding the local economy to include tourism as a viable industry.	Greenwood Regional Tourism and Visitors Bureau	On-going
STRATEGY 7.3.1.2.		
Develop an economic development campaign that highlights cultural organizations and facilities.	Partnership Alliance	On-going
STRATEGY 7.3.1.3.		
Perform a county-wide fiscal analysis of the economic loss that the community is experiencing from individuals attending cultural events outside the county.	Arts Center of Greenwood County	On-going
STRATEGY 7.3.1.4.		
Support local festivals and events through participation and funding.	Local Governments	On-going
STRATEGY 7.3.1.5.		
Assist the Chamber of Commerce and the Greenwood County Heritage Corridor Committee in developing ways to advertise tourist sites and points of interest through brochures and web sites.	Greenwood Regional Tourism and Visitors Bureau	On-going
OBJECTIVE 7.3.2. DEVELOP THE RETIREMENT ECONOMY.		
STRATEGY 7.3.2.1.		
Develop a survey to administer to potential retirees as to the needs of promoting the area for retirement.	Greenwood Regional Tourism and Visitors Bureau	On-going
STRATEGY 7.3.2.2.		
Perform a community-wide survey to gauge the needs of the retirement population.	Greenwood Regional Tourism and Visitors Bureau	On-going



GOALS/OBJECTIVE/STRATEGIES	ACCOUNTABLE AGENCY	TIMEFRAME
GOAL 7.4. INCREASE AWARENESS OF GREENWOOD COUNTY'S CULTURAL HERITAGE		
OBJECTIVE 7.4.1. DEVELOP CULTURAL RESOURCE PROGRAMS		
<i>STRATEGY 7.4.1.1.</i>		
Assist the school districts and arts groups in developing a more aggressive arts program in our local schools.	Arts Center of Greenwood County	On-going
<i>STRATEGY 7.4.1.2.</i>		
Increase the events at the Festival of Discovery to enhance understanding and encourage acceptance of other cultural groups.	Uptown Greenwood Development Corporation	On-going
OBJECTIVE 7.4.2. PROVIDE OPPORTUNITIES TO STRENGTHEN OUR COMMUNITIES		
<i>STRATEGY 7.4.2.1.</i>		
Recruit commercial businesses that are specifically geared towards the youth and senior age groups.	Partnership Alliance	On-going
<i>STRATEGY 7.4.2.2.</i>		
Continue to work with religious organizations in support of various programs to make our communities better places to live.	Local Governments	On-going

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